



FACT SHEET

Report on Coastal Attitudes and Access in California

- 89.3% of Californians believe that the California Coast, including beaches and the ocean, are personally important to them.
- 94.3% of Californians agree that people of all backgrounds are welcome at the California coast.
- o 79.2% of Californians say the State's beaches are clean and safe places to visit.
- 75.6% of Californians agree that even when they are not visiting the California coast, they feel a strong connection to it.

Access

- Although 70.3% of Californians visit the State's beaches at least once a year, 68.9% wish they could visit the California coast more often.
- 60.2% of respondents said they were **too busy** with work, with school or in general to get to the Coast as often as they would like.
- 58.3% of Californians never stay overnight at the coast.
 - o 73.5% of Hispanics/Latinos never stay overnight
 - o 64.8% of Blacks never stay overnight
 - o 69.5% of Asians never stay overnight
 - 74.8% of people with income under \$25k/year never stay overnight
- More than any other reason, respondents cited financial concerns as the reason they do not stay overnight at the coast. Over 45% said overnight accommodation was inconvenient or unaffordable.
- o 25% of Californians believe **transportation** to the coast is inconvenient or unaffordable.
- 37.8% believe parking at the coast is inconvenient or unaffordable.

From Thursday, March 23 to Wednesday, March 29, 2017, Probolsky Research conducted a live interview telephone survey of Californian adults. A total of 1200 residents were surveyed. A survey of this size yields a margin of error of +/- 3.2% with a confidence level of 95%. Interviews were conducted with residents on both landline and mobile phones (30%) and were offered in English and Spanish languages.